



SOCIAL MARKETING

WHY SHOULD THE DEVIL HAVE ALL THE BEST TUNES?

Gerard Hastings



Social marketing takes thinking used in commercial marketing to influence consumer behaviour and applies it to health and social behaviour – and in the process provides innovative solutions to many of the world's most pressing problems, from HIV/AIDS to global warming. This book examines the ideas underpinning and flowing from this transfer and clearly explains the principles of this fast growing field.

Naomi Klein, Joel Bakan and George Monbiot have each focused our attention on the flaws of corporate capitalism - this new text sets about providing some solutions, showing:

- How techniques like branding and segmentation, which have been used so successfully to get us to eat Big Macs, smoke Marlboro and drive SUVs, can also be used to encourage us to eat healthily, preserve our lungs and walk to work.
- That we can influence the behaviour not just of individuals, but of stakeholders and policy makers, to encourage the societal change that is needed to combat systemic problems such as child poverty and injustice.
- How competitive and critical analysis of commerce, backed by thorough research, teaches the social marketer important lessons and provides valuable guidance on how markets can be better managed for social good.

The text is based on the author's twenty five years of research and teaching in social marketing. It is highly accessible with clear learning objectives, exercises and worked examples from around the world, but also stretches our understanding of the discipline and raises questions about future directions. It is essential reading for students, professionals and policy makers.

What the reviewers say:

In this extremely readable and innovative text Gerard Hastings extends the social marketing paradigm by introducing the importance of critical social marketing and clearly demonstrates how social marketing can and does work in practice. This is simply a 'must have' resource for anyone interested in social marketing or social change.

Dr Gary Noble, Director, Centre for Social Marketing Research, University of Wollongong

Gerard Hastings has enough practical experience to give the reader the 'what' and the 'how' of social marketing, but being a proper academic he also explains the theories which help us understand why people do (and often do not) change their behaviour. Best of all, despite the seriousness of some of the problems social marketing seeks to address, this book puts into print the pizzazz which is so characteristic of the author's teaching.

Bruce Mackay, Director of Programmes, Futures Group International a leading social marketing NGO working in China, Pakistan and Nigeria.

Gerard Hastings' new book reveals a delightful tour of social marketing. He leads the reader on a clear and insightful view of such topics as critical marketing, relational thinking, and competitive analysis and sheds new light on the most current thinking and practice in the field. Everyone from the novice to the seasoned social marketer will find value here.

Prof Carol Bryant, Co-Director, Florida Prevention Research Center, University of South Florida

This is about the best 'text' book I've ever read; I think I've finally found the subject that I should have done my degree in! It is a fascinating and enlightening read.

Sara Hiom, Deputy Director of Cancer Information, Cancer Research UK

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